

Course guide

340355 - EMPR-C3032 - Business

Last modified: 21/06/2024

Unit in charge: Vilanova i la Geltrú School of Engineering
Teaching unit: 732 - OE - Department of Management.

Degree: BACHELOR'S DEGREE IN INFORMATICS ENGINEERING (Syllabus 2018). (Compulsory subject).

Academic year: 2024 **ECTS Credits:** 6.0 **Languages:** Catalan

LECTURER

Coordinating lecturer: Llorens García, Ariadna Maria
Segura Castro, Nathalie

Others: ANNA MARIA MIR SERRA - JOSEP MARIA COLOMER MUR - MARTA DÍAZ BOLADERAS

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

2. CE6. Adequate knowledge of the concept of business, institutional and legal framework of a company. Organization and Management.

Transversal:

1. TEAMWORK - Level 2. Contributing to the consolidation of a team by planning targets and working efficiently to favor communication, task assignment and cohesion.
3. ENTREPRENEURSHIP AND INNOVATION - Level 2. Taking initiatives that give rise to opportunities and to new products and solutions, doing so with a vision of process implementation and market understanding, and involving others in projects that have to be carried out.
5. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 2. Using strategies for preparing and giving oral presentations. Writing texts and documents whose content is coherent, well structured and free of spelling and grammatical errors.
7. SELF-DIRECTED LEARNING - Level 2: Completing set tasks based on the guidelines set by lecturers. Devoting the time needed to complete each task, including personal contributions and expanding on the recommended information sources.
4. EFFECTIVE USE OF INFORMATION RESOURCES - Level 1. Identifying information needs. Using collections, premises and services that are available for designing and executing simple searches that are suited to the topic.

TEACHING METHODOLOGY

Presentation-synthesis

In the sessions the teacher makes a summary of the topic. This presentation is intended as a guide work study students, with the function of introducing the item, propose material for study, clarify doubts and synthesis.

Each topic will be provided with:

- Power Point presentations used in class and other supplementary material will be available on the Digital Campus.
- Bibliography indicating specific location, preferring to material in electronic format.

Working activities and exercises

- Problems and Exercises for fixing the concepts introduced in the presentation.
- Approach of situations that allow the group builds a shared experience that will serve to advance in the understanding of content (eg, group dynamics, effective communication experiences.) They are based on experience different situations in which the experience serves as a study material.

Casework and articles

The work on cases or article will be based on questions raised by the professor. These works must to be delivered on date at the beginning of the session where will be discussed in class. The deadline to submit is specified in calendar. The teacher may show in the Digital Campus some of the best works delivered to be used as a reference.

The casework seeks to promote the following capabilities:

- Understanding of the situation presented and the ability to synthesize the most relevant issues
- Apply the concepts to practical cases.
- Capturing the complexity of real life situations, different points of view and various dimensions of the organizational and management issues
- Ability to exchange views and discuss, and ability to learn from the debate

Practices

Practices are held in groups of up to five members, to be established at the beginning of the course and will be maintained. Throughout the course there will be three practices where there are problems which will need to apply knowledge which is being acquired. These practices serve as the backbone of learning, following the principles of project-based learning. For each practice it will provided a dossier that shall include the objectives, description, date of delivery, and criteria assessment. Each practice will consist of a report and a presentation at pp.

Oral presentations

Each student will present oral argument at least once during the term. The days of presentation are announced at the beginning of the course. The day of the presentation the teacher a designate the groups that will carried out the presentation.

Small group and individual tutoring

The teacher will follow up the student progress and supervise their practices and work, providing feedback on their progress, the degree of achievement of the objectives of their work, giving directions for improvement.

LEARNING OBJECTIVES OF THE SUBJECT

1. Knowing the characteristics of different types of enterprises and economic objectives.
2. Understand, analyze, interpret and explain basic economic phenomena rigorously-micro and macroeconomic and its influence on business decisions.
3. Resolve situations in which human factors have a notable effect on the results and problems and decisions related to people within the company.
4. Take initiatives to create opportunities, with a vision of implementation of process and market.
5. Identify the key variables in the evaluation and selection of investments and funding sources.

STUDY LOAD

Type	Hours	Percentage
Self study	90,0	60.00
Hours small group	22,5	15.00
Hours large group	37,5	25.00

Total learning time: 150 h

CONTENTS

- Module 1 company in the economic environment

Description:

Provide an overview of the macroeconomic environment, the relationship between the variables and the framework within which managers make decisions.

Contents

1. The company in the economic system.
 - 1.1. Economic Operators.
 - 1.2. Linkages with the macroeconomic environment
 - 1.3. The company as a system
 - 1.4. Functions and areas of the company decision making
 - 1.5. Types and determinants of organization structure
2. Ethics and Corporate Social Responsibility.

Specific objectives:

Understanding the interrelationship of the factors that affect macroeconomic dynamics and how this dynamic influence business decisions and results.

Related activities:

- Analyze a newspaper article on the adjustment measures of the government to reduce fiscal deficits, identifying its impact on various economic operators. The main purpose is to evaluate the different opinions, differentiating technical-economic issues from values-political, and been able to express grounded personal opinions.
- Analyze a real business plan as a synthesis of business decisions based on opportunity business. Understanding the interrelationship of business decisions in each area.

Full-or-part-time: 18h

Theory classes: 4h

Self study : 14h

- Module 2 Managing People

Description:

LEADERSHIP AND MOTIVATION OF TEAMS

- 2.1. Motivation
- 2.2. Communication
- 2.3. Teams
- 2.4. Leadership and emotional intelligence
- 2.5. Staff planning and personnel selection
- 2.6. Conflict resolution: mediation

Specific objectives:

Understanding the basics of human behaviour in organizations, from the scope of managerial skills and human resource management.

Related activities:

- Work individually and perform critical work on a case of company reorganization resulting in a conflict. Discussion group.
- Conduct a role playing on a mediation session in the company in class.
- Working individually and make a critical work on a case of recruitment, leadership and communication the company. Discussion group.
- Working individually and make a critical work on the film "El método"

Full-or-part-time: 32h

Theory classes: 8h

Laboratory classes: 6h

Self study : 18h

- Module 3 Finance function

Description:

- 3.1. The economic and financial structure of the company. Ratings.
- 3.2. Costs, benefits and results.
- 3.3. Evaluation and selection of investments.
- 3.4. The sources of funding.
- 3.5. Treasury management.

Related activities:

Exercises

Exercise 1: BSI order

Exercise 2: analyzing a company's balanced

Exercise 3: analyzing a company undercapitalized

Exercise 4: analyze and compare two real balances

Exercise 5: Arrange items in the profit and loss account

Exercise 6: analyze the income statement of a company and propose solutions

Exercise 7: Choosing between two projects through the application of NPV and IRR

Practice on real data of a company.

Full-or-part-time: 39h

Theory classes: 10h

Laboratory classes: 8h

Self study : 21h

- Module 4 Introduction to marketing and sales

Description:

Offer a perspective of market orientation and customer, identifying major problems, and learn basic technical and market knowledge for making business decisions.

Contents

- 4.1. Market orientation and customer orientation of competitive businesses
- 4.2. Market knowledge. Consumer behaviour and marketing research.
- 4.3. Operational marketing. Marketing decisions throughout the company
- 4.4. The product: the quality from a business perspective. Differentiation and identification.
- 4.5. Price: internal and external constraints. Pricing systems.
- 4.6. The promotion and advertising: commercial communications, imaging
- 4.7. The commercial distribution, channel selection and distribution strategies

Specific objectives:

Offer a perspective of market orientation and customer, identifying the main problems, and learn basic technical and market knowledge for making business decisions.

Related activities:

Exercises

Exercise 1: Strategic marketing. View intervention of Simon Sinek "The gold circle." Group discussion. Location of the concepts in the market.

Exercise 2: Strategic Innovation. Jet Eassy case. Group discussion.

Exercise 3: Product strategy. Cirque du Soleil case. Group discussion.

Exercise 4: Distribution Channels. Dell Computers case. Group discussion.

Exercise 5: Positioning and market segmentation. Formula 1 hotels case. Group discussion.

Exercise 6: Branding. Harley Davidson Case. Group discussion.

Exercise 7: Advertising Strategies. Viewing of advertising videoclips. Group discussion.

Exercise 8: Marketing.com. Viewing of a sample of web strategy with e-marketing

Practice: you will receive the statement of a case and all necessary data with which the students developed the marketing mix

Full-or-part-time: 39h

Theory classes: 10h

Laboratory classes: 8h

Self study : 21h

GRADING SYSTEM

In the evaluation of the student will consider both the practices performed such as the achievement of valued content individual written tests (tests). These exams will consist of a part of short questions or multiple choice, and another open questions or development. Students will also have a note obtained from the oral presentation practice, and assistance as and contributions in theoretical and practical. Students will have to present the practices on the established date. An undelivered practice will be a 0.

In relation to the exams, two exams will be held. Students must take both tests.

To pass the subject you must obtain a weighted average higher than 5.

Students with a grade below 5 will have to take the re-assessment test. The re-assessable part will be the part of contents evaluated with the exams.

The rating obtained for the re-evaluation will replace the previous rating obtained for the re-evaluable part as long as it is higher than this, and with a maximum value of NOTABLE (7.0) in the final grade of the subject. If the student who submits to the re-evaluation does not pass the subject, the grade plus another between the result of the ordinary evaluation and that of the re-evaluation will be kept.

$NF = \text{exams note} * 0.6 + \text{work note} * 0.3 + \text{oral presentation} * 0.1$

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